

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

T2, 2018/ 2019

22 JANUARY 2019

9.00 a.m – 12.00 p.m

(3 Hours)

BEL7084 – INFORMATION SYSTEMS AND ELECTRONIC COMMERCE

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **THREE (3)** pages (including the cover page).
2. Answer **ALL** questions. The marks distributions are given in parentheses.
3. Write all your answers in the Answer Booklet provided.

Question 1

- a. Why do firms invest heavily in information systems? Defend your answers with FIVE (5) objectives. Give an example to support your answers. (10 marks)
- b. *"Companies are swimming in a sea of data right now, and to this point it's been nearly impossible to make sense of it. And with the Internet of Things and additional sources emerging every day, more data means more problems."* CIO.com, Jan 2018

Describe how Business Intelligence infrastructure supports these challenges with an array of contemporary tools. (10 marks)

- c. You have been shortlisted for an interview to work in Google LLC. One of the requirement of this interview is to present an idea of a new apps. Write a short summary of your proposed apps and justify why you think that this application is important. (5 marks)

(Total Marks: 25 Marks)

Question 2

"Just like Alexa is making smart home experiences easier, the same is possible in the workplace with voice controls," said Collin Davis, Amazon's General Manager for Alexa for Business. Computerworld, Jun 2018

Executives in companies around the world are increasingly looking to artificial intelligence to create new sources of business value. Determine how Alexa can add value to business. (25 marks)

Question 3

Evaluate the following statements with relevant supporting examples:

- a. Cloud Computing: "83% of enterprise workloads will be in the cloud by 2020. LogicMonitor's survey is predicting that 41% of enterprise workloads will be run on public cloud platforms (Amazon AWS, Google Cloud Platform, IBM Cloud, Microsoft Azure and others) by 2020." Forbes, Jan 2018 (15 marks)

- b. Wearable devices: "By 2021, Gartner estimates that sales of smartwatches will total nearly 81million units — representing 16% of total wearable device sales, according to its forecast." TechCrunch, 2017. (10 marks)

(Total Marks: 25 Marks)

Question 4

- a. Recommend ONE (1) key factor for the success of the following e-commerce giants:
- i. Airbnb (5 marks)
 - ii. Google (5 marks)
- b. Despite rapid expansion of e-commerce, there exist limitations. Explain any TWO (2) technological limitations and any TWO (2) non-technological limitations of e-commerce. (10 marks)
- c. *"E-commerce today is the engine of global economy and as such, it should rely on the most advanced and secure backbone, rather than the security-risk prone technologies of yesterday."* says Roger Haenni, Co-founder and CEO of Datum. *"The new decentralized platform known as **blockchain** enables a new class of services, with smart contract technology enabling businesses to focus on commerce and protect themselves."* Forbes, 2017

Describe the term Blockchain.

(5 marks)

(Total Marks: 25 Marks)

End of Paper